



## **COMPANY ANALYSIS**

### **FAIZAL MOTOR WORK**

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## **EXECUTIVE SUMMARY**

Faizal Motor Works is a workshop that successfully solved the problems of many types of vehicles especially luxury and high-performance vehicles such as Mercedes, BMW, Range Rover, and Bentley. It has been operating since 2010 in front of Mr. Faizal's house and start has a workshop at Lundang approximately 4 years. Faizal Motor Works offered all services related to the car except for body and paint, and alignment. The main problem that faced by Faizal Motor Works is lack of manpower and small workshop. The company should find more experienced workers in order to increase the sales while maintaining quality of service. The new workers should be well trained. Other than that, the company also need to find wider workshop to receive more cars in a day or add more branches.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Nowadays, the car has become a fundamental necessity for Malaysians in order to commute from one place to another place. It can never be denied the contribution of the automobile industry to the socio-economy in Malaysia. Most Malaysians will have at least one car per family. Therefore, with the increase in the number of cars, the number of car workshops increased. Mohammad (2018) stated that an estimated 35 000 automobile workshops have been set up throughout Malaysia.

The liberalization of workshop services should be included in the National Automotive Policy (NAP), which would allow owners of a new car to retain the warranties when visiting their chosen maintenance, service, and repair workshops (Afiq Aziz, 2018). CEO of CarBengkel said that this would give options to consumers to choose over 50 000 choices of workshops around the country rather than just referring to 500 workshops authorized by each car manufacturer.

Based on M.S. Hossain, A. Zahid, R.J. Hoque, (2017), Adele Berndt (2009) describes that there are five dimensions with respect to the automobile service Centre which are Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Reliability refers to promised delivery which means the ability to perform promised service with reliability and accuracy. Next, assurance is referring to employees' knowledge and courtesy, and their ability to gain customers' trust and confidence. In addition, tangibles mean that it contains physical facilities, equipment, and personnel appearance. Then, empathy is a company providing individualized customer service while responsiveness is the willingness of the company to serve the customer and provide prompt service.